

# betterhelp

## Podcast Talking Points (Non-USA)

***If you're inside the USA, use these talking points instead!***

***Talking points valid from 1/1/26-3/31/26.***

**Hook:** Rather than trying to reinvent yourself this season, what if you took the time to understand who you already are? Most resolutions don't fail because we lack discipline. They fail because real, meaningful change is built slowly, through awareness and consistency.

### **Choose one prompt to personalize. (Spend most of your time here.)**

- Most New Year's resolutions fade by February, but real change doesn't come from becoming someone new. It comes from small, consistent habits that create growth over time. Share one habit that's helped you grow this year. Something that's made a real difference in your daily life.
  - Then, connect it to therapy. Talk about how therapy works the same way. How it's not a quick fix, but a steady habit that helps you understand yourself, grow, and build lasting support for your well-being.
- As the year begins, pause to reflect on your biggest breakthrough in therapy. How did it change the way you see yourself or bring you a sense of peace?
  - Then, share how therapy helps you see yourself more clearly through expert support and fresh perspectives you might not reach alone.
- What is something you learned in therapy that improved your life? It could be a piece of advice, an exercise, etc.
  - Then, emphasize that therapy provides tools and lessons you wouldn't get otherwise.

### **Introduce BetterHelp as the paid partner and transition naturally into your ad.**

- After sharing thoughts on therapy, weave in BetterHelp as a trusted paid partner and a simple starting point for therapy in 2026.
  - Keep the transition organic. Avoid phrases like "that's where BetterHelp comes in" to maintain an authentic tone.

### **Choose one or two of the BetterHelp features that align most with your story:**

- Fill out a questionnaire and you will match with a therapist in as little as a couple days.
- BetterHelp will match you with a therapist based on your preferences, their own clinical experience, and over a decade of matching expertise.
- Easily switch therapists anytime at no extra cost if it's not the right fit.
- Join the 6 million plus people who have gotten help from BetterHelp. The platform you can trust.

**End with this talking point:**

- Make your mental health and growth a positive focus this year. Go to [betterhelp.com/\[YourLink\]](https://betterhelp.com/[YourLink]) or choose [YourPodcastName] during signup and get 10% off your first month of therapy.

## Compliance & Legal Guidelines

**Podcast Description Requirements:**

Please use the following, highlighted text in your description (but replace the example URL with your specific branded URL):

#ad Make your mental health a priority this year. Go to [https://betterhelp.com/\[YourLink\]](https://betterhelp.com/[YourLink]) and get 10% off your first month of therapy.

- This link must be hyperlinked (preceded by <https://>) Please ensure the link reads [https://betterhelp.com/\[YourLink\]](https://betterhelp.com/[YourLink]) (but replace the example URL with your specific branded URL)

The podcast **will not be approved** unless these requirements are met:

- Audible/verbal advertising disclosure within 5 seconds of first mention of brand (in each advert segment) - do not use the phrase “sponsored”, please only use “advert” or “paid partnership”
- Accurate, functional URL in show notes (please click to ensure)
- In order to share a personal experience with the BetterHelp service, you must have used the BetterHelp service. To protect your privacy, we do not verify use.
- Please use “therapy” and “therapist” instead of “counseling” or “counselor.”
- When referring to qualifications please say “credentialed therapist” and do not use “licensed therapist”.
- Do not share any identifiable information about your therapist, and do not film or record your therapist or therapy session.
- Avoid any comparisons to the NHS. The National Health Services is a government funded organization which includes free mental health services.
- Avoid talking about waitlists
- Avoid talking about the price of BetterHelp and affordability (this is sensitive because the NHS provides free mental health services).
- There are only more than a thousand Betterhelp therapists in the UK at the moment that are readily available. Please avoid stating the total number of therapists all over the world.
- Please note: The brand is in a highly regulated industry where even slight variations in its representations to its members are meaningful. For example, saying that the information that a member shares with their therapist is private fails to appreciate that, in rare instances, messages are reviewed by our legal or clinical quality control teams to respond to safety or legal concerns. For this reason, please do not use these

specific words in your video without the express written approval of InfluenceLogic and BetterHelp:

- private/privacy
- confidential/confidentiality
- secure/security/secured
- anonymous/anonymity
- HIPAA/ Health Insurance Portability and Accountability Act, and
- any other language that describes BetterHelp's use or practices with personal identifiable information.

### **Quality Guidelines**

If the steps below are completed, it greatly increases the chance your sponsorship is successful.

- Creator shares special discount AND encourages their audience to visit their link
- Your sponsorship segment occurs in first half of the episode
- No noticeable decrease in quality of sponsorship segment compared to rest of episode